

Criteria Definitions for On-Call Rail Public Involvement Services

Scoring Criteria 1: Qualifications/Expertise of Firms on Team

Min pts 0 : Max pts 20

A. Include the following items:

- Provide a listing of all firms on your proposed team;
- List the type(s) of expertise that each firm on your team can provide;
- How long has each firm on your team provided these type(s) of expertise;
- For each firm on your proposed team, provide the number of employees within the state of Washington (including the Greater Portland Metropolitan Area.) Also, provide the number of employees that each firm on your proposed team has nationwide; and
- Provide organization chart of your proposed team and include the respective roles that each firm will provide for the team.

B. Include the following items:

Has the prime consultant worked with proposed sub-consultants on similar projects in the last three years? If yes, provide name of the project, each firm's role on the project and the dates the services were performed. Limit examples to one project for each sub-consultant firm.

C. Include the following items:

Provide a list of up to five projects that each firm on your project team has completed within the last three years. The project(s) must demonstrate the required expertise needed for this project. Include the work/services provided on the project(s) and the approximate consultant fee of each project.

Scoring Criteria 2: Qualifications of Proposed Project Manager(s)

Min pts 0 : Max pts 20

The number of proposed Project Managers is limited to a maximum of three

A. Include the following items:

Provide up to three examples for each proposed Project Manager that demonstrates his/her prior experience as a Project Manager on WSDOT or similar projects. Include the date(s) of each project; the name of the client/organization for each project; list the project manager's responsibilities and tasks on each project.

B. Include the following items:

Demonstrate each Project Manager(s) familiarity with relevant state and federal regulations and/or procedures.

C. Include the following items:

Provide up to three examples of each proposed Project Manager's ability to manage all of the following within a project:

- Project schedule;
- Scope of work/scope creep;
- Budget issues; and
- Changes that arise throughout the life of the project.

D. Include the following items:

Provide listing of professional licenses/accreditations for each proposed Project Manager; include the year that each license/accreditation was received. Please include the licenses that were obtained in the State of Washington only.

Scoring Criteria 3: Key Team Members Qualifications (Prime Consultant and Sub-Consultants)

Min pts 0 : Max pts 20

A. Include the following items:

- List each key team member's role/responsibilities on your proposed team;
- For each proposed key team member, provide up to three examples of prior relevant projects. Include the name of project(s); dates of the project(s); and roles/responsibilities for each team member on those project(s); and
- For each key team member on your proposed team, demonstrate his/her understanding of WSDOT and/or public agency regulations/procedures.

Scoring Criteria 4: Case Studies and Work Samples (Prime Consultant and Sub-Consultants)

Min pts 0: Max pts 30

Case studies and work samples should be provided that demonstrate the ability to deliver the following services. A single case study or work sample can demonstrate more than one of the listed services. Work samples may be included but must be of reasonable size and format. Reviewers will not be able to share work samples. Each copy of the submittal must be accompanied by copies of all work samples. Please provide one (1) sample of each of the following:

A. Public Involvement

Consultants must demonstrate their ability to reach out to the public as well as to targeted publics. A multi-ethnic, multi-cultural perspective is assumed. An understanding of relevant public involvement law, policies, principals, and practices is required. Case studies should clearly indicate the consultant's role in the project and whether or not the team achieved project goals.

B. Strategic Planning for Communications

Consultants must provide expertise in strategic planning, development, and evaluation of effective and targeted public involvement and education campaigns, the use of media, issues analysis, and management strategies.

C. Market Research, Community Input, and Analysis

Consultants must provide the ability to produce, analyze, and use qualitative and quantitative market research and community input. Consultants must provide the ability to

gather, analyze, and present the interests and concerns of communities, special interest groups, and the public. Consultants should demonstrate how community input has shaped past projects.

D. Product Development, Production, and Distribution

Consultants must provide expertise in development of compelling messages, text, and images that effectively reach varied target audiences. Expertise in writing, editing, media relations, and document development is required. Consultants must provide expertise in producing and/or distributing communications products, including print, video, direct mail, e-mail, public meetings and hearings, and displays. Consultants should demonstrate their ability to respond to critical schedules and deadlines.

E. Website Support

Consultants must provide comprehensive website support. Consultants must demonstrate their ability to develop and maintain websites, including rapid content mark-up and posting, development of new web content, and usability testing.

Scoring Criteria 5: Firm's Project Management System (Prime Consultant Only)

Min pts 0: Max pts 10

A. Include the following items:

- Describe your firm's Quality Assurance/Quality Control processes;
- Describe your firm's tracking system(s) to monitor the project's budget and/or scope;
- List your firm's scheduling program. Identify the type of software and list up to three projects where the proposed Project Manager(s) have utilized this software;
- Describe your firm's process for interacting with your internal project team; and
- Describe your firm's ability to provide interaction with your client and/or stakeholders.

Scoring Criteria 6: References/Past Performances (Prime Consultant Only)

Min pts 0 : Max pts 20

A. Include the following items:

Provide a minimum of three (3) evaluations. If three (3) or more evaluations have been performed by WSDOT for projects that have been completed during the past three (3) years please, refer to each WSDOT Y-Agreement number for verification of scores. If a minimum of three (3) WSDOT evaluations have not been performed for projects completed within the last three (3) years, it is necessary to have an evaluation of past performance completed by a client. The performance evaluation forms completed by clients must be returned to the Consultant Services Office under separate cover by the submittal due date. The evaluation form may be obtained by clicking on this link "Performance Evaluation Completed by Reference," shown in the RFP. Provide reference information for a minimum of three (3) with a maximum of five (5) similar projects for public sector clients in the last three (3) years.

Scoring Criteria 7: Cost Factors (Prime Consultant and Sub-Consultants)

Min pts 0 : Max pts 20

Include the following items (If your firm has an established overhead rate use item "A": otherwise use item "B"):

A. Overhead Rate and Direct Labor Costs:

- Overhead rates: Overhead rate with supporting overhead schedule for the most current fiscal year;
- Direct (raw) labor costs: Listing of all proposed personnel with associated direct (raw) labor costs;

B. Statement of Billing Rates:

- If your firm does not have a FAR audited overhead rate, include the billing rates for each job classification to government clients.